PLUS
BUSINESS
Signal leakage:
A peril to aircraft?

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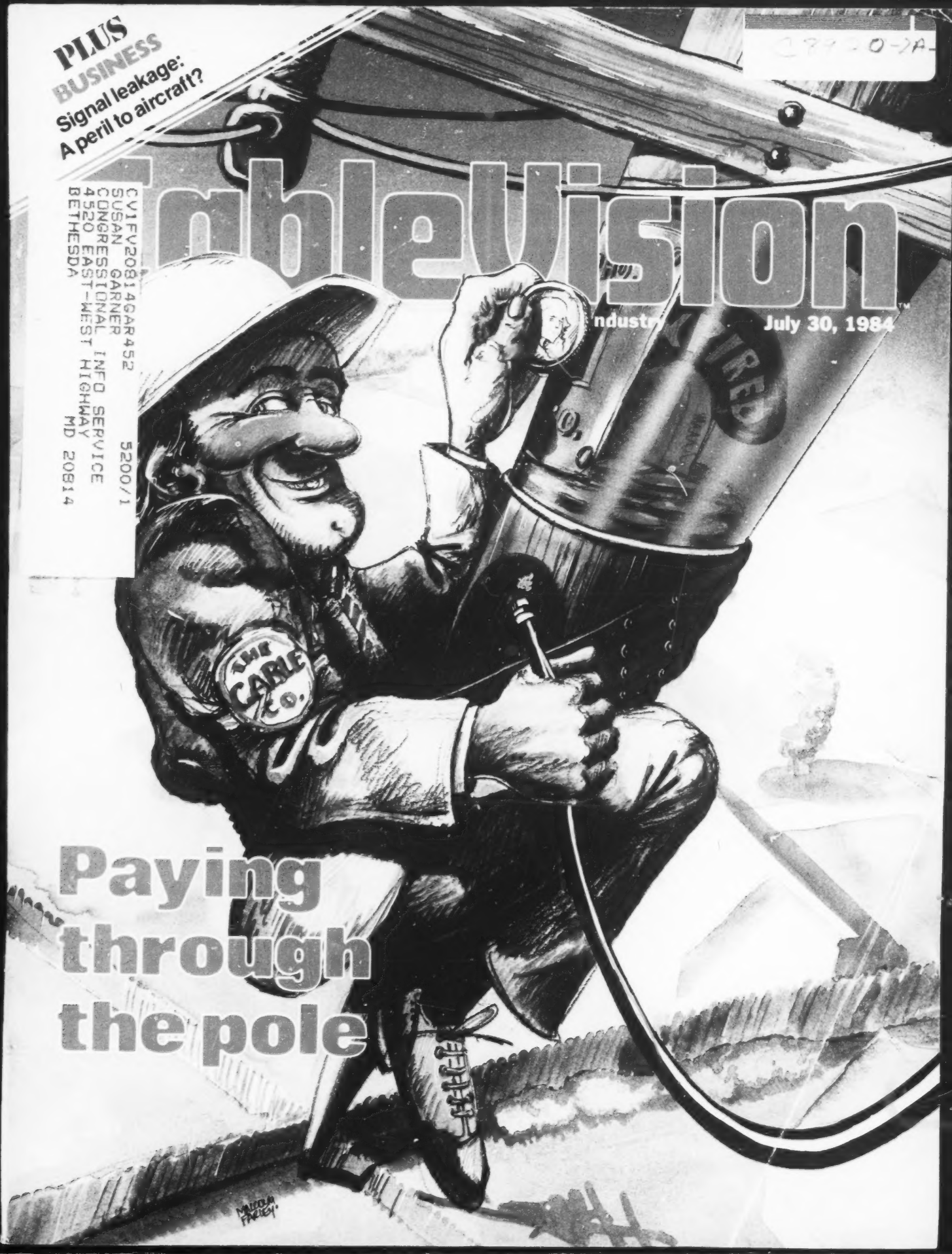
CableVision

industry July 30, 1984



Paying through the pole

CableVision

This Week in Cable, pages 15-20 July 30, 1984, Volume 9, Number 48

NCTA DEMANDS 4103 CHANGES

The National Cable Television Association Board of Directors meets and issues laundry list of changes demanded in pending cable legislation. Several changes, including overhaul of franchise renewal section of bill described as "deal-breakers," causing "shock" and frustration in city camps.

THE LOW-DOWN AT LIFETIME

Lifetime President Thomas Burchill spells out some of the current goings-on at the network and hints of possible changes in its programming. Associate Editor Cecilia Capuzzi provides the details.

NEW HONCHO AT MTV NETS

Warner Communications shifts its Co-Chief Operating Oficer David Horowitz over to the presidency of MTV Networks Inc., sells off a majority interest in WCI Labs Inc., a research and development arm, and omits its regular quarterly dividend on common stock as the company continues to push its cable operations toward profitability.

SUTTON OPPOSES D.C. FRANCHISE

Percy Sutton, chairman of Inner City Broadcasting Corp. and an investor in Capital City Cable, is opposing the Washington, D.C., franchise plan involving the partnership venture of District Cablevision Inc. and Chesapeake & Potomac Telephone Co.

What's in the sections

PROGRAMMING 21

Robert DiMatteo asks the lyrical question: How *do* you judge candidates for MTV's upcoming video music awards?

MARKETING/ADVERTISING 22

The Bravo cultural pay service is being offered as part of an expanded basic package in San Francisco. And according to a system official, it's a rousing success.

BUSINESS 39

Warner Amex may have to withdraw a petition concerning franchise fees before the Federal Communications Commission before Pittsburgh officials will consider the company's request to transfer that city's franchise to Tele-Communications Inc.

GOVERNMENT & LAW 41

District Cablevision Inc., Washington's choice to provide its cable service, must first meet FCC tests on a plan to have the telephone company build the system, a potential roadblock if unchosen bidders oppose the application. Also, M/A-COM argues that unreasonable local TVRO zoning ordinances should be preempted by the FCC.

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About the cover

Artist Malcom Farley's comical illustration of "paying through the pole" depicts the cable operators' dilemma over pole attachment rates.

Pages 23-38 PLUS

Pole attachment politics

As the effectiveness of the Pole Attachment Act wanes before the power of PUC jurisdiction, cable operators are taking telcos to task over excessive pole attachment fees. Senior Editor Fred Dawson examines the problems operators face in the fight for fair rates. Also, Associate Editor Gary Kim looks at some of the consequences of cable signal leakage for the aviation industry.

CableVision

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BPA

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) .. 83,775,000

Homes passed by cable (HP) 54,500,000

Percent of TVHH passed by cable 65.1%

Basic cable subs. 30,700,000

Percent of TVHH with basic cable .. 36.7%

Percent of HP with basic cable .. 56.3%

Pay cable subs 18,300,000

Percent of TVHH with pay cable 21.8%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 59.6%

Figures are as of March 30, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Franchising calendar

This chart examines the franchise status of communities since July 1984.

Arizona
Apache Junction—award to Dowden Communications 4/5/84 (6,837 homes)
Gilbert—negotiating with Masada Corp. (3,000 homes)

California
Avalon—award to Catalina Cable TV 4/3/84 (1,500 homes)
Chino—negotiating with Buena Vision (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—proposals from Buena Vision and Falcon Communications (3,200 homes)
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637)
Durante—negotiating with KTS Corp. for operation of city owned system (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83. (166,000 homes)
East Yolo—proposals from Cablevision, Sonics, Yolo Communications and Federal Communications Inc. (10,000 homes)
La Puenta—negotiating with United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—negotiating with United Cable TV. (9,900 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-op of Palo Alto (22,000 homes)
Pico Rivera—award to Rogers California Cable System 4/2/84 (15,500 homes)
Placentia—award to Group W 2/7/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—award to Falcon Communications 3/20/84 (11,600 homes)
South Monrovia—proposals received from Falcon Communications and Acton Corp. (5,400 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
award to District Cablevision 7/10/84 (254,000 homes)

Florida
Fellsmere—award to Sci Ad 3/29/84 (1,500 homes)
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—final awards granted to four of five areas. Area I proposals under review (300,000 homes); Area II award to Group W (217,000 homes); Area III award to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) 6,000 homes); Area V to Continental Cablevision (188,000 homes)
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes)
Elmwood Park—proposals from Multimedia, Continental and Metrovision Inc. (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes)
St. Charles, Geneva—award to Centel 2/21/84 (10,000 homes)
Villa Park—award to Multimedia 3/19/84 (7,100 homes)
Wheaton—award to Centel 7/2/84 (16,000 homes)
Winnetka—decision to have cable has been postponed (13,000 homes)
Woodbridge—negotiating with Multimedia (260 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diagnol—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—award to Liberty Communications (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—award to Bluegrass 5/8/84
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—proposal from TCI (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—negotiating with United Cable (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83; construction to start by 11/83 (3,600 homes)

Massachusetts
Belchertown—no responses to RFP
Belmont—plan municipal ownership (2,760 homes)
Berkley, Dighton, Freetown—preliminary award to Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—RFP issued (43,000 homes)
Concord—award to Nashoba Communications (5,180 homes)
Dedham—award to Bay Cable TV 11/17/84 (8,000 homes)
East Bridgewater—RFP re-issued, deadline 7/16/84 (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashaba Cable, Northeast Cable TV and United Cable (2,000 homes)
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes)
Holden—award to Greater Worcester Cablevision 3/5/84 (4,000 homes)
Holiston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and TeleCommunications Inc. (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—proposals from United Cablevision and Massachusetts Cablevision Systems Inc. (1,200 homes)
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes)
Nahant—only proposal from Warner Amex; no action until summer 1984 (1,433 homes)
Norfolk—award to Massachusetts Cable 4/2/84 (1,890 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperell—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—award to Campbell Communications 2/13/84 (650 homes)
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes)
Shirley—proposals submitted by United CableVision and Nashoba Communications (1,827 homes)
Southborough—preliminary award to Greater Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co. (2,000 homes)

CABLE STATS

Stow—only proposal received from Adams-Russell (1,600 homes).
Townsend—award to Nashoba Communications 11/83 (2,306 homes).
Upton—award to Worster Cablevision Inc. 4/9/84 (1,600 homes).
Walpole—award to Massachusetts Cablevision 10/83 (5,676 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
West Bridgewater—award to Continental Cablevision 11/7/83 (2,000 homes).
Westminster—preliminary award to Adams-Russell 12/83 (1,000 homes).
Weston—proposals received from Adams-Russell, Continental Cable Cooperative, Wayfen Cable Cooperative and Kalba Bowen.
Westport—preliminary award to United Cablevision. Funding appealed by Westport Cable Television (5,500 homes).

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes).
Detroit—award to Barden (471,000 homes).
Horner Township—accepting statements of interest (800 homes).
Jerome Township—award to Whitney Cablevision.
Lake Orion—negotiating with Tribune United. (7,800 homes).
Monroe—City Council awarded franchise to Communication and CableVision Inc. to complete with existing franchised cable system, Monroe Cablevision.
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—award to Continental Cablevision 5/21/84 (16,437 homes).
West Oakland County—award to Greater Media 11/23/83 (32,581 homes).
Westland—award to Continental Cablevision 2/84 (29,000 homes).

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes).
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes).
Atwater—award to Armco Communications 8/83 (463 homes).
Belle Plaine—proposals received from North American, Valley View and Dowden Communications (5,227 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—proposals received from Rite Cable and Dow-Sal Cable of Minnesota.
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes).
Brooten—award to Armco Communications 8/83 (297 homes).
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84.
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes).
Deer River—award to Deer River Tel. Co. 9/83 (373 homes).
Dodge Center—award to Dowden Communications 9/9/83 (700 homes).
Eagle Bend—award to Parker's Prairie Tel. Co. 9/83 (517 homes).
Foley—award to Westel Communications 10/83 (575 homes).
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes).
Grand Marais—award to Cable-Tron 9/9/83.
Grove City—award to Armco Communications 8/83 (248 homes).
Hendrum—award to Ada Cable 8/83 (147 homes).
Heron Lake—award to B&R Electronics 10/83 (313 homes).
Lewiston—award to TeleCommunications 10/83 (475 homes).
Maple Plain—proposals submitted by Dowden Communications and Rite Cable Company of Minnesota (457 homes).
Menahga—award to West Central Tel. Co. 8/83 (457 homes).
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes).
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes).
New Richland—award to Westel Communications 10/83 (503 homes).
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford, Twp., Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes).
Oakport Township—award to Spectrum Communications 10/83 (200 homes).
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes).
Parker's Praire—award to Mid-West Tel. Co. 10/83 (400 homes).
Savage—drafting RFP (272 homes).
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes).
Trimont—award to Terril Tel. Co. 10/83 (351 homes).
Wabasso—award to Star Gazers 10/83 (301 homes).
Waconia—RFP issued, deadline 8/3/84 (1,024 homes).
Wayzata—award to Dowden Communications (1,800 homes).
West St. Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes).
Windom—plan municipal ownership (1,600 homes).

Missouri
St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

Nebraska
Bancroft—award to Midlands 12/5/83 (350 homes).

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes).
Manchester—no proposals submitted by deadline.
Newton—negotiating with Harron Communications (1,124 homes).
Pelham—award to Harron Communications 3/27/84 (2,500 homes).
Sandown—proposals received from Harron Co. and Continental (800 homes).
Wolfeboro—award to Lakes Cablevision Corp. 1/18/84 (833 homes).

New Jersey
Jersey City—administrative hearing to be held 9/84 regarding franchise process.
Patterson—plan municipal ownership, RFP issued for operation (55,000 homes).

New York
Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes).
Mayville—award to U.S. Cable 9/26/83 (5,430 homes).
Mt. Upton—NewChannels denied award, future uncertain.
New York City—final awards for outer boroughs 6/30/83: Warner Amex—Western Brooklyn, Northern Queens, Cablevision Systems—Eastern Brooklyn, Bronx, Cox Cable and Vision Cable—Staten Island, ATC—areas of Queens, Queens Inner Unity Cable—Southern Queens.
North Salem—proposal from Community Cable Services (1,100 homes).
Norwich—NewChannels withdrew application, exploring other alternatives (100 homes).
Portland—negotiating with Tribune Cable (150 homes).
Tully—award to NewChannels 8/29/83.
Union Vale—award to Consolidated Communications Corp. 3/7/84 (775 homes).

North Carolina
Camden County—award to Cable East 5/7/84.
Jackson—negotiating with Cable South Inc. (400 homes).
Pamlico County—award to Kounty Kablevision 10/17/83 (4,000 homes).

Ohio
Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Batavia Township—award to So-Comm 9/20/83 (4,000 homes).
Bethel—award to Cable Management Group 9/19/83 (1,200 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—city still deliberating municipal versus private ownership.
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes).
Lordstown—deliberating municipal versus private ownership.
Oberlin—preliminary award to Oberlin Cable Co-Op (2,600 homes).
Quincy—final award granted to Cable Management Group 8/83 (250 homes).
Russell—award to Cablevision of Geauga 9/1/83 (1,500 homes).

Oregon
Amity—award to Eagle Cable Systems Inc. 1/9/84 (400 homes).
Cottage Grove—award to McCaw Communications (2,500 homes).
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes).
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes).

Pennsylvania
Franklin Township—award to Scatcom Cable 11/83 (800 homes).
Philadelphia—city is divided into four areas: Area I — proposals from Greater Philadelphia Cablevision and Independent Cable of Philadelphia; Area II — proposals from Philadelphia Inner City Cable System and Wade Communications; Area III — proposals from Cablevision of Philadelphia and Rollins; Area IV — proposals from Cablevision of Philadelphia, Comcast Cablevision of Philadelphia and Rollins (each area 155,000 homes).

Rhode Island
Battle Ground—negotiating with Cox Cable (1,000 homes).
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes).

Texas
Azle—award to Teltran 4/3/84 (2,200 homes).
Plano—award to TeleCable 8/83 (30,000 homes).

Virginia
Berryville, Clarke County—award to Berryville TV Cable Co. 4/17/84 (600 homes).
Dinwiddie County—award to Crater General Communications 11/2/83.
Manassas—considering municipal ownership of cable (5,510 homes).
Suffolk—award to Suffolk Cable Communications 2/1/84 (16,697 homes).

Washington
Granger, Toppenish, Wapato, Zilah—award to McCaw Communications 9/83 (5,300 homes).

Wisconsin
Hayward—no bids submitted (1,000 homes).
Hudson—award to Telephone and Data Systems 11/21/83.
Hustisford—award to Cable Communications Corp. 12/5/83 (350 homes).
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes).
New Glarus—negotiating with Teledata Systems (675 homes).
Waterford—negotiating with Total TV (600 homes).

Wyoming
Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes).

Source: Tisch Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP; outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n): 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas: Area I FP; Areas II, III, IV, V FG
4	Philadelphia	City is divided into N,S,E,W-FP; additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FG
9	Cleviand	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP) 1-BP); Tacoma-OP
15	Minneapolis/St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FG
18	Tampa/St. Petersburg	UC/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebenon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational.
UC—under construction.
FG—preliminary franchise award.
FP—franchise pending.
RP—request for proposal issued.
BP—beginning process.

Source: Tisch Communications Inc.